

CUSTOMER: CHRONEXT

Future-proof contact center with Amazon Connect

The e-commerce company CHRONEXT AG (www.chronext.com) specializes in the purchase and sale of the finest luxury watches including fast and secure service at fair prices. The selection is growing steadily – currently, the exquisite selection includes more than 20,000 models of various luxury watches. To enable the 130 employees to provide fast and competent advice to demanding international clients, tecRacer supported CHRONEXT in introducing the cloud-based contact center solution Amazon Connect.

At the forefront in Germany and Europe

The release of Amazon Connect was just over a year ago. tecRacer is one of the first providers in Germany and is already implementing projects for customers. “Amazon Connect is so attractive and valuable for our customers because it offers the possibility to incorporate a variety of other services on AWS”, explains Eva Ramuschkat, Amazon Connect Specialist at tecRacer. “These include, for example, Natural Language Understanding (Amazon Lex), Text to Speech (Amazon Polly) or the execution of application-based codes using AWS Lambda. In addition, a company no longer needs its technical infrastructure. You can operate a contact center without your server and thus without a telephone system.”

Fast, personal, competent service

The availability of real-time metrics in Amazon Connect is critical to CHRONEXT. They enable immediate control of the contact center. And success followed quickly: real-time metrics drastically reduced the time it takes for a customer caller to be transferred to an agent. On average, the call is answered in less than 30 seconds. During the migration of the existing three service lines in Germany, Switzerland and the UK to Amazon Connect, tecRacer also demonstrated promptness: “At the beginning of February 2018, the system was successfully and fully productive within one week,” reports Ludwig Wurlitzer, Founder and Chief Product Officer at CHRONEXT.

Successful integration into existing customer relations management system

The control module that agents use to answer a call, the „Contact Control Panel,“ is integrated directly into the CRM solution zendesk used by the customer. “Amazon Connect enables us to serve our customers faster and better and to provide them with an even better customer experience,” Ludwig Wurlitzer is pleased to say. “We rely on tecRacer as a fast partner for this, as they are one of the first companies in Europe to be able to set up Amazon Connect.”

Contact person at the customer:

Ludwig Wurlitzer, Founder and Chief Product Officer, CHRONEXT, Cologne, Germany:

The e-commerce company CHRONEXT AG (www.chronext.com) specializes in the purchase and sale of the finest luxury watches including fast and secure service at fair prices. Around 130 employees in offices in London, Cologne and Zug (Switzerland) combine many years of experience with guaranteed security. At CHRONEXT, customers can buy watches, sell them or take advantage of the service provided by the company's own certified master workshop. In addition to new models, the range includes second-hand luxury watches, vintage models, and collector's items that undergo a thorough inspection for authenticity and quality in the CHRONEXT master workshop.



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Project goals

- Introduction of the cloud-based contact center solution Amazon Connect for the three service lines in Germany, Switzerland and the UK
- Reduction of time to answer calls to less than 30 seconds
- Direct integration of the contact control panel into the existing CRM solution zendesk

Project duration:

Live operation in Amazon Connect within 6 days

Project deliverables from tecRacer

- Implementation of the cloud-based contact center solution Amazon Connect (<https://aws.amazon.com/de/connect>)
- Migration of the existing three service lines for Germany, Switzerland and the UK to Amazon Connect
- Successful full go-live within one week at the beginning of February 2018
- Integration of the contact control panel into the CRM solution zendesk used by the customer.

About tecRacer

tecRacer, headquartered in Hanover and with locations in Duisburg, Frankfurt, Hamburg, Mannheim, Munich, Vienna, Lucerne, Geneva and Lisbon, offers Amazon Web Services (AWS) Consulting & Training Services from a single source - seamlessly integrated, across the entire cloud lifecycle - from strategy to implementation to operation.

The strategy also remains the clear focus on Amazon Web Services. Here, according to an independent study by Crisp Research, tecRacer is probably the most competent and important partner in Germany. And the focus on AWS proves tecRacer right: As part of the AWS Partner Summit 2021, tecRacer received the „AWS Consulting Partner of the Year“ award. The owner-managed company, which was awarded as a Top Employer for medium-sized companies, now employs more than 150 permanent staff, has trained more than 12,000 participants in AWS and has already successfully implemented more than 250 AWS Consulting projects.

For more information, visit www.tecracer.com. Or contact us at aws-sales@tecracer.com.

